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1. A computer implemented method for transporting data in a data warehousing application, comprising the steps of:
 - 5 a) extracting data from at least one source containing data having a standard data structure;
 - b) translating said data to form translated data containing meaningful business terms;
 - c) loading said translated data into a staging area;
 - 10 d) processing said translated data to obtain data having a common structure;
 - e) transforming said data having a common structure into a format suitable for loading into a data warehouse; and
 - f) storing the data transformed in step e).
- 15 2. A computer implemented method as recited in Claim 1 wherein step b) further comprises performing joins in said data.
3. A computer implemented method as recited in Claim 1 wherein step 20 b) further comprises presenting source fields of said data in a form that is understandable to a user.

4. A computer implemented method as recited in Claim 1 wherein said at least one analytic business component encapsulates extraction logic as data is moved from said data source.

5 5. A computer implemented method as recited in Claim 1 wherein step c) further comprises:

- c1) denormalizing at least some of said translated data;
- c2) joining tables from said translated data;
- c3) normalizing at least some of said translated data; and
- 10 c4) cleansing said translated data.

6. A computer implemented method as recited in Claim 1 wherein step d) further comprises converting source-specific terminology into analytic data interface terminology.

15 7. A computer implemented method as recited in Claim 6 wherein step d) further comprises performing source specific configuration by setting data indicators and choosing a set of rows that will be put into said data warehouse.

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8. A computer implemented method as recited in Claim 7 wherein step
d) further comprises

- d1) combining extract-specific staging area objects;
- d2) providing a common way to flag a record to be deleted; and
- 5 d3) performing data type conversions.

9. A computer implemented method as recited in Claim 8 wherein said
data type conversion is performed by publishing the structure of each field
and converting said data type using a consistent approach.

10 10. A computer implemented method as recited in Claim 1 wherein
step e) further comprises cleaning data by enforcing commonalities in dates,
names and other data types.

15 11. A computer implemented method as recited in Claim 1 wherein
step e) further comprises

- e1) consolidating business concepts across an entire value chain
into integrated structures that are suitable for querying and reporting; and
- e2) normalizing source definition differences into a single common
20 definition.

12. A system for transporting data to a data warehouse comprising:
at least one staging area, said at least one staging area adapted to
store data;
at least one analytic business component coupled to a data source and
5 coupled to said at least one staging area, said analytic business component
for translating operational data from said data source into translated data
containing meaningful business terms;
at least one source adapter coupled to said at least one staging area
for processing said translated data to obtain data having a common structure;
10 and
an analytic data interface coupled to said source adapter and adapted
to receive said data having a common structure, said analytic data interface
transforming data for loading into a data warehouse.

15 13. A system as recited in Claim 12 wherein said at least one staging
area is one or more target in a warehouse designer that includes staging area
tables.

14. A system as recited in Claim 12 wherein said at least one analytic
20 business component is source-specific and wherein said at least one analytic
business component includes at least one maplet in a warehouse designer.

15. A computer readable media for causing a computer to perform a method for transporting data in a data warehousing application, comprising the steps of:

- a) extracting data from at least one source containing data having a 5 standard data structure;
- b) translating said data to form translated data containing meaningful business terms;
- c) loading said translated data into a staging area;
- d) processing said translated data to obtain data having a common 10 structure;
- e) transforming said data having a common structure into a format suitable for loading into a data warehouse; and
- f) storing the data transformed in step e).

15 16. A computer implemented method as recited in Claim 15 wherein step b) further comprises performing joins in said data.

17. A computer implemented method as recited in Claim 15 wherein step b) further comprises presenting source fields of said data in a form that is 20 understandable to a user.

18. A computer implemented method as recited in Claim 15 wherein
step c) further comprises:

- 5 c1) denormalizing at least some of said translated data;
- c2) joining tables from said translated data;
- c3) normalizing at least some of said translated data; and
- c4) cleansing said translated data.

19. A computer implemented method as recited in Claim 15 wherein
step d) further comprises

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- d1) combining extract-specific staging area objects;
- d2) providing a common way to flag a record to be deleted; and
- d3) performing data type conversions.

20. A computer implemented method as recited in Claim 15 wherein
15 step d) further comprises performing source specific configuration by setting
data indicators and choosing a set of rows that will be put into said data
warehouse.

21. A computer implemented method as recited in Claim 15 wherein
20 step e) further comprises cleaning data by enforcing commonalities in dates,
names and other data types.

22. A computer implemented method as recited in Claim 15 wherein
step e) further comprises

5 e1) consolidating business concepts across an entire value chain
 into integrated structures that are suitable for querying and reporting; and

 e2) normalizing source definition differences into a single common
 definition.